

Claims

The following listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1-39 (canceled)

40. (currently amended) A method of capturing link-tracking information from a network user, the method comprising the steps of:

- requesting a Web page content from a content provider server via a data network;
- receiving a tracking enabled Web page via the data network, wherein the tracking enabled Web page contains a link tracking code that initializes an initial function which creates an array of links contained in the received tracking enabled Web page, at least a first and a second of the links in the array of links associated with a same uniform resource locator (URL) in the received tracking enabled Web page;

- receiving a selection of [[a]] the first link in the array of links;
- sending a link tracking request and the array of links to a link tracking server via the data network, wherein the link tracking request corresponds to the selected first link; and
- sending a Web page content request to a content provider server, wherein the Web page content request corresponds to the selected first link.

41. (currently amended) The method of claim 40, wherein receiving a selection of the first [[a]] link comprises:

- monitoring user input for an action related to a link in said array of links; and
- identifying a user action related to a link in said array of links.

42. (previously presented) The method of claim 40, wherein the tracking enabled Web page further comprises a recording function configured to record user actions related to said array of links, wherein sending a link tracking request comprises executing said recording function.

43. (currently amended) The method of claim 40, further comprising the steps of:
- determining a domain name of the received tracking enabled Web page;
 - determining a domain name of the selected first link;
 - comparing the domain name of the received tracking enabled Web page to the domain name of the selected first link to determine if they are the same; and
 - indicating an exit link in the link tracking request if the domain name of the received tracking enabled Web page and the domain name of the selected first link are not the same.
44. (previously presented) The method of claim 40, wherein sending the link tracking request to the link tracking server comprises sending one or more cookies to the link tracking server.
45. (previously presented) The method of claim 40, further comprising providing from the link tracking server link tracking statistics to a link tracking subscriber.
46. (previously presented) The method of claim 40, further comprising providing from the link tracking server link tracking reports to a link tracking subscriber.
47. (previously presented) The method of claim 40, wherein the link tracking code is received via a hyper text transfer protocol communication.
48. (previously presented) The method of claim 40 wherein the initial function creates the array of links by searching the Web page content for anchor tags identified with start and end tags.
49. (new) A method of capturing link-tracking information from a network user, the method comprising the steps of:
- requesting a Web page content from a content provider server via a data network;
 - receiving a tracking enabled Web page via the data network;
 - parsing the tracking enabled Web page to identify a link tracking code;
 - identifying an initial function based on the link tracking code;
 - creating an array of links contained in the received tracking enabled Web page using the initial function;

obtaining a uniform resource locator (URL) for the received tracking enabled Web page;
extracting a domain name for the tracking enabled Web page from the URL;
receiving a selection of a link in the array of links;
obtaining a URL for the selected link;
extracting a domain name from the URL for the selected link;
sending a link tracking request and the array of links to a link tracking server via the data network, wherein the link tracking request corresponds to the selected link;
sending a Web page content request to a content provider server, wherein the Web page content request corresponds to the selected link;
comparing the file name corresponding to the domain name for the tracking enabled Web page with the file name corresponding to the domain name for the selected link; and
indicating an exit link in the link tracking request if the file name corresponding to the domain name for the selected link is not the same as the file name corresponding to the domain name for the tracking enabled Web page.

50. (New) The method of claim 49 wherein the step of extracting a file name corresponding to a domain name for the tracking enabled Web page comprises searching for a string including a “.com,” a “.net,” or a “.org.”

51. (New) The method of claim 49, further comprising the steps of:

determining a domain name of the selected link and the tracking enabled Web page;
stripping off a domain name suffix from the domain name of the selected link and the tracking enabled Web page;
stripping off a country code abbreviation from the domain name of the selected link and the tracking enabled Web page;
comparing the stripped off domain name of the received tracking enabled Web page to the stripped off domain name of the selected link to determine if they are the same; and

indicating an exit link in the link tracking request if the stripped off domain name of the received tracking enabled Web page and the stripped off domain name of the selected link are not the same.

52. (New) The method of claim 49, further comprising the steps of:

- extracting a file name corresponding to a selected file in the URL for the selected link;
- comparing the file name to a plurality of known HTML extension types; and
- indicating a download in the link tracking request if the file name corresponding to a selected file in the URL for the selected link is not the same as one of the known HTML extension types.

53. (New) The method of claim 52 wherein the known HTML extension types comprise a *.jsp extension type, a *.asp extension type, a *.cgi extension type, and a *.dll extension type.

54. (New) The method of claim 49, further comprising the steps of:

- receiving a request from a link tracking subscriber to establish a communicative coupling with the link tracking server via the data network; and
- providing information associated with the link tracking request to the link tracking subscriber.

55. (New) The method of claim 54, wherein the step of receiving further comprises:

- receiving a name for the link tracking subscriber; and
- receiving a password for the link tracking subscriber.

56. (New) The method of claim 54 wherein the information associated with the link tracking request includes information in the tracking enabled web page between a starting reference HTML tag and an ending reference HTML tag.

57. (New) The method of claim 49 wherein the tracking enabled Web page contains a non-link tracking code in addition to the link tracking code, the method further comprising executing the link tracking code before the non-link tracking code.

58. (New) A method of capturing link-tracking information from a network user, the method comprising the steps of:

- requesting a Web page content from a content provider server via a data network;
- receiving a tracking enabled Web page via the data network, wherein the tracking enabled Web page contains a link tracking code that initializes an initial function which creates an array of links contained in the received tracking enabled Web page;
- receiving a selection of a link in the array of links;
- sending a link tracking request and the array of links to a link tracking server via the data network, wherein the link tracking request corresponds to the selected link; and
- sending a Web page content request to a content provider server, wherein the Web page content request corresponds to the selected link.